

LENGTH  
(Vitaphone)  
6708 Feet  
RUNNING TIME  
74 Minutes



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321 WEST 44th STREET

NEW YORK CITY, U. S. A.

# GOD'S GIFT TO WOMEN

## Routine Story

"God's Gift to Women," the Warner Bros. production featuring Frank Fay, famous Broadway wit, comes to the Theatre next.

Frank Fay's unique humor has never had quite so perfect a vehicle as "God's Gift to Women," in which he portrays a rich young man-about-town Paris, in love with all women in general and a dozen or so, in particular. Many of the most captivating beauties of the talkies provide the suave gallant with the excitement he craves. Fickleness is, of course, a trait of this latest of Don Juans—and though mamselles by the score do battle for him—his heart is set on obtaining the heart and hand of Diane, an American girl whom he has spied at a jazzy cafe.

After overcoming the objections of her papa—as he thinks—that gentleman insists that he remain for six months out of the sight of all ladies and that he consult a doctor. The physician with apparent seriousness, tells him that on account of his "heart" he must spend the six months taking the rest cure—and that just one more kiss will mean a hasty exit from life. As the fates will have it, the girl of his dreams, just at the critical moment, wires that she is going away and cannot bear to do so without one last rapturous kiss.

Confronted with the life of a hermit and safety—or the life of a great lover with sure death as the result—he finally decides on the latter and—but that's the story. All this in the midst of a wild furore of petticoat domination—for all his old loves have come to nurse him well, and hair-pulling matches are the order, while irate husbands rush in for vengeance and the doctor repeats his dire warnings.

The story of this gay Parisian farce was done by Frederick Hazell Brennan, the idea being suggested by the Jane Hinton play, "The Devil Was Sick." Scenario and dialogue are the result of the collaboration of Joseph Jackson and Raymond Griffith. Just the right continental verve has been given the uproarious piece by the director, Michael Curtiz.

"God's Gift to Women," with its whirlwind of rough-and-tumble gayety, its clever dialogue, its mirth-producing situations, its love-lorn hero and beautiful girls presents mighty good fun. Frank Fay is supported in his devil-with-the-ladies by a gorgeous cast which includes Laura La Plante, Joan Blondell, Charles Winninger, Arthur Edmund Carewe, Alan Mowbray, Louise Brooks, Tyrrell Davis, Billy House,

## Modern Don Juan



Cut No. 1 Cut 15c Mat 5c

For feminine conquests, Frank Fay in the title role of "God's Gift to Women," runs a close second to Don Juan of old. Laura La Plante and seven of Hollywood's most gorgeous girls fall prey to his charms in this romantic farce.

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Yola D'Avril Margaret Livingston, Armand Kaliz, Charles Judels, Eddie Lambert, Murray Smith, Jacques Vanaire, Douglas Gerrard, Ethlyne Clair, Nena Quartara, Hazel Howell and the famous Sisters G.

## SYNOPSIS

(Not for Publication)

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Jacques Duryea, notorious for the number of love affairs he keeps going without permanent entanglement, spies the beautiful Diane at a cafe with her father and De Goncourt. Though the latter's account of Jacques' reputation angers Diane's papa—it serves only to pique the girl's interest in the twentieth century Don Juan.

Jacques sends his friend Cesare to Diane. While the proxy is dancing with her, and singing the praises of the other—Jacques himself turns off the lights and takes her from Cesare. She snubs him and flaunts away with her father. Jacques gets her address from De Goncourt, worms his way into her home as a butler, is discovered by her father, and ejected. Diane, like all other women who have known him, is now violently in love. She clandestinely visits him and he decides to give up his old life. Tania, a discarded sweetheart arrives in high dudgeon, and Diane leaves the house heartbroken, not knowing that Tania is driven away.

Diane confides her love to her father, who visits Jacques and agrees to the marriage, only on condition he gives up all women, goes through a six-month probation and consults a doctor. The doctor tells Jacques that his heart is so bad that one more kiss will kill him. He takes to his bed, and all his old loves, deserting their husbands, rush in to nurse him. As they fight for possession, an irate husband storms in search of his wife and ousts the hair-pullers.

Toward the end of the six months' probation Jacques receives word from Diane, that she is going to America and begging him to see her for one last embrace. Jacques, remembering the Doctor's admonition—that one kiss would positively mean his death—decides nevertheless to die for the delight of that kiss. He makes all detailed preparation for his demise, orders the coffin and undertaker and then notifies the doctor to come thirty minutes after Diane's arrival to sign his death certificate.

Diane arrives entirely unaware of the serious damage her sentimental leave-taking would do. Jacques fervently embraces his sweetheart. However, the expected doesn't happen. Diane's father then arrives on the scene and reveals that the diagnosis had all been a frame-up to test Jacques' love for Diane. Having passed this test he is given permission to marry Diane and the play ends as rapturous as Don Juan plays.

## SUMMARY

HILARIOUS FRENCH FARCE WITH FRANK FAY AS A 1932 MODEL LOVER WHO BELIEVES THE LADIES ARE RIGHT WHEN THEY TELL HIM HE IS "GOD'S GIFT TO WOMEN." MADE FOR LAUGHING OUT LOUD AND THEN SOME!

## In Romantic Farce at Strand



Cut No. 3 Cut 30c Mat 10c

Laura La Plante and Frank Fay have the leading roles in that gorgeous Warner Bros. farce, "God's Gift to Women," based on Jane Hinton's celebrated play, "The Devil Was Sick." Laura LaPlante is just one of seven of Hollywood's most beautiful girls that appear in this production, which is currently at the Strand.

## THE GORGEOUS CAST

Jacques Duryea (Toto) a devil with the ladies	FRANK FAY
Diane, who wants a cave man	Laura La Plante
Fifi, who wants a gigolo	Joan Blondell
Mr. Churchill, Diane's wise papa	Charles Winninger
Dr. Dumont, who pronounces kissing fatal	Arthur Edmund Carewe
Auguste, a butler with a wink	Alan Mowbray
Florine, who wants a sugar daddy	Louise Brooks
Basil, a boulevardier	Tyrrell Davis
Cesare, love-proxy for Toto	Billy House
Dagmar, who wants a fast worker	Yola D'Avril
Tania, a discarded light o' love	Margaret Livingston
De Goncourt, tattle-tale lover	Armand Kaliz
Undertaker, for laughing out loud	Charles Judels
Guide, who knows the boudoirs	Eddie Lambert
Pianist, he could play both hot and sweet	Murray Smith
Frenchman, volatile and voluble	Jacques Vanaire
Friend, in all the name may not imply	Douglas Gerrard
Yvonne, who wants a man to mother	Ethlyne Clair
Suzanne, who wants a ladies' man	Nena Quartara
Camille, who wants any man she hasn't got	Hazel Howell
who wants the man Mabeile wants	Sister G.
2, who wants the man Marie wants	Sister G.



# GET TO WORK ON YOUR EXPLOITATION STUNT, TIE-UP AND CONTEST

## PLAY UP FRANK FAY AND THE BIG CAST

For the first time, the camera has caught that certain inimitable something that made Frank Fay, the stage's foremost humorist! His mannerisms, his personality, his expressions, his articulation, get the laughs all the time! Feature Fay throughout your campaign!

AND WHAT A CAST! Look over the names! Every one a box-office draw! Play them up as big as possible!

### "Treat Your Boy Friend" Night

The young people will go for this amusing stunt of the girl buying her boy-friend's ticket. Of course, if he gives her the money it's all right but tickets will be sold only to girls. Play up the performance as a chance for the girls to show their boy friends how to be "God's Gift to Women."

### Ballyhoo

If you can get the local bus company to co-operate, the following stunt is a good one: Hire a man with a penetrating voice to stop the local buses. Each driver is asked if the bus passes the ..... Theatre where "God's Gift to Women" is playing. The gag lies in the fact that the ballyhooer stops buses going in the opposite direction. The drivers direct him properly and each driver gets a pair of tickets for his trouble.

### Exploitation Stills

For exploitation in windows of department stores and other shops selling hosiery, lingerie and gowns. The following stills are available. If not at your exchange they may be had at ten cents each by writing to Still Department, Warner Bros. Pictures, Inc., 321 West 44th Street, New York.

STOCKINGS: Stills Nos. 29, 80, 87, Pub. A-56.

NEGLIGENCE: Stills Nos. 111 and 80.

GOWNS: Stills Nos. Pub. A-35, Pub. A-40, Pub. A-62, 104, 120.

### Critics Praise

Don't overlook the time-honored and effective stunt of having enlarged complimentary words from local critics placed in front of the theatre to attract and interest passersby. Another unfailing attraction is a frame in lobby with stills of the stars and another with scenes from the play. Both amusing action scenes from "God's Gift to Women" and photographs of the players may be had at your exchange.

## GET UNCLE SAM'S HELP

Broadcast the coming of "God's Gift to Women," funniest French farce of the year with post cards sent to an enlarged mailing list including your townsmen and the people of surrounding towns.

Dear Friend:—

Frank Fay—Broadway's cleverest comedian—comes to this theatre ..... next in "God's Gift to Women," latest Warner Bros. production. The cast includes many gorgeous girls, many of the screen's funniest funnymen—and the story is the progress of a rich Parisian Don Juan who doesn't blame the ladies for thinking him God's gift to women. Most exhilarating show of the season.

We hope to welcome you during the run.

Very sincerely yours,

## Suggestions for Your Exit Banner



Use still "God's Gift to Women, Pub. A58" mounted on panel of vermillion and white as indicated. Tint the photo in natural flesh tones coloring hat in black with a yellow highlight. Entire background is light blue with title deep blue and vermillion on a white panel, and stills of the girls.

## THEY WANT A MAN TO LOVE!

Seven dazzling damsels invade his apartment! Make him monarch of all he surveys! Fight for his favor! Learn the secret of his appeal in .....

## GOD'S GIFT TO WOMEN

with

**FRANK FAY**

LAURA LAPLANTE  
JOAN BLONDELL  
LOUISE BROOKS  
YOLA D'AVRIL

Directed by  
Michael Curtiz

A Warner Bros.  
& Vitaphone Hit



**NEW!**

The "It" Man! First screen hero to answer the challenge of the wicked sex! Arouses the "urge"! Can any girl resist?

**GRAND**

Cut No. 12 Cut 60c A

### Handsome Man Contest

"Who is 'God's Gift to Women' in This City?" This is the question asked in a newspaper contest easily arranged with your local newspaper. The newspaper sends its photographer through the busy streets of town to photograph the ten best-looking men he can find. Their names are held by the newspaper but are not published, the pictures carrying numbers instead of names. Readers cast their votes at the theatre designating their choice by numbers.

This is done the week before the picture opens. The winner if possible should be hired by the theatre to make personal appearances at the first evening performance each night of the film's run.

### Kisses For Herald

Arrange with a candy store to distribute molasses kisses on a busy corner to all the girls who pass by. The wrapper on the candy says: "Here's a kiss from 'God's Gift to Women.' Buy a bag at Smith's and go to see the picture at the Strand."

## Frank Fay's Ten Rules For The Modern Lover

- RULE I.** Remember every phone number between Los Angeles and New York
- RULE II.** Remember a face as well as an ankle.
- RULE III.** Let your reputation precede you. This will make your conquests easy, due to the fact that the ladies will already know what to expect, and their minds will be disposed toward your onslaught.
- RULE IV.** Do not brag about your conquests. Keep quiet on the subject and remember that each new girl is the one and only adventure in your life.
- RULE V.** Never plan your attack, and never prepare pretty speeches. Your line should be ad lib. The same routine at every conquest becomes embarrassing and succeeds in giving your game away.
- RULE VI.** Be sincere in each affair. If you do not mean it each time you make love to a girl, then you cannot truly be called a perfect lover.
- RULE VII.** Never eat onions or garlic—that is, unless your victim is Russian, Italian, Scandinavian or Bermudian, and you are reasonably sure that she has partaken of the same fragrant edibles.
- RULE VIII.** Be well versed in many topics so that you may be able to talk intelligently on any subject the girl of the moment may bring up. Don't forget, the perfect lover must be able to charm the momentary apple of his eye with fluent and easy conversation.
- RULE IX.** Cultivate psychological insight into the vagaries of women's minds. This will enable you to match mood for mood, thus allowing you to anticipate their every desire and avoid boring them. This is one of the quickest and surest ways to a woman's heart. Consideration of others is the keynote of success in this art.
- RULE X.** Be nimble both of body and mind. There are moments in the life of even the most perfect lover when several affairs become entangled and complications set in. You must think and act quickly in order to straighten matters out to the satisfaction of all concerned.—And I don't mean maybe.

Frank Fay is now at the ..... Theatre in Warner Bros. French farce, "God's Gift to Women."



CAMPAIGN RIGHT NOW! EVERY ON THESE TWO PAGES IS A WINNER!

CATCHLINES

MEET FRANK FAY AND HIS HOLLYWOOD HAREM  
\* \* \* \* \*  
HE HAD TO BE GOOD AS THE DEVIL—  
TO BE GOD'S GIFT TO WOMEN!  
\* \* \* \* \*  
'T WAS THE KISS OF A WOMAN THAT STARTED  
HIM OFF  
\* \* \* \* \*  
MADE TO LOVE'S ORDER—FIT FOR THOSE WHO GET  
TOO MUCH—JUST ENOUGH—OR TOO LITTLE  
\* \* \* \* \*  
THE 1932 MODEL LOVER—BUILT FOR SPEED, STYLE  
AND ENDURANCE  
\* \* \* \* \*  
GOD'S GIFT TO WOMEN—THE ONLY ONE SINCE ADAM  
\* \* \* \* \*  
NO MORE LONELY NIGHTS, LADIES!  
GOD'S GIFT TO WOMEN IS HERE!  
\* \* \* \* \*  
IT'S A GIFT THE WAY HE MAKES 'EM—  
TAKES 'EM AND SHAKES 'EM—HE'S  
GOD'S GIFT TO WOMEN  
\* \* \* \* \*  
STORY OF A MAN WHO GOT AWAY WITH "IT"  
\* \* \* \* \*  
FIFTY MILLION FRENCH DAMES CAN'T BE WRONG  
\* \* \* \* \*  
A LIPSTICK IS HIS COAT OF ARMS  
\* \* \* \* \*  
HE'S TRUE TO A NATION OF NEGLECTED BEAUTIES—  
HE NEGLECTS 'EM ONLY WHEN THEIR  
HUSBANDS ARE HOME  
\* \* \* \* \*  
LITTLE JOURNEYS FROM BOUDOIR TO BOUDOIR  
WITH FRANK FAY  
\* \* \* \* \*  
BRIGHAM YOUNG HAD A HUNDRED WIVES—FRANK  
FAY HAD ONLY SEVEN—BECAUSE SEVEN  
RHYMES WITH HEAVEN

Here Are Your Lobby Frames!



Use still, God's Gift to Women' No. 13, or ad No. 7. Color faces in flesh tint; title white on deep blue hat; entire background in yellow and copy in blue; coat-of-arms white with lips vermilion.

Still No. "God's Gift to Women, Pub. A58," or ad No. 6. Color photo in flesh tint with lips in the illustration red on white ground; rest of background yellow with title green and copy blue.

Still "God's Gift to Women Pub. P." Title in dark blue on orange ground. Lower panel white with copy in vermilion. Tint the photo in bright pastel tones.

Use still "God's Gift to Women, Pub. O" or ad No. 8. Color background in different shades of green; title in orange on dark blue hat; panel on bottom in dark blue with copy in white.

Open With A Ladies' Matinee

Attract attention to your first matinee by giving it exclusively for feminine patronage, though advertise prominently that after this first screening masculine patronage is solicited, too. The special performance will get both men and women wondering about the picture's theme and make them all want to come.

God's Gift to Women

(For Advance in program or newspaper)

Toto is a charmer,  
A disarmer,  
An alarmer,  
Toto has a lady  
For each day  
Of the week;  
Lip-stick prints—  
His coat-of-arms—  
He wears on  
Either cheek;  
Toto loves 'em  
For an hour,  
Then thinks 'em  
Only so-so.  
He leaves 'em  
One by one,  
And yet—  
Loves the sex—  
In toto!

Meet Frank Fay and His Hollywood Harem in the Whirlwind Parisian Comedy—  
"GOD'S GIFT TO WOMEN"  
At the \_\_\_\_\_ Theatre.

Fashion Photos

"God's Gift to Women," which is a Parisian farce picturing many beautiful and smartly gowned women, is adapted for exploitation in the following manner. It is good for a tie-up with both newspaper and fashion shop. Get the newspaper interested in having a photographer on the downtown streets a week before the coming of the picture. He snaps the most swankily dressed women, and the photos are published in the paper. This will keep all the women scanning the paper to see if they have been snapped. The dealer identifies the women from the photos, and each receives a pair of silk stockings or other bit of feminine wearing apparel.

Cosmetic Tie-Up

Arrange for drug stores to have window displays of face creams, lipsticks, etc., with tie-up still of Laura La Plante, feminine lead in "God's Gift to Women." Have your show-card writer mount the still on a card with the following words:

A Beautiful Complexion  
is  
"GOD'S GIFT TO WOMEN"  
Laura La Plante, star of the  
Warner Bros. production,  
knows the secret. She uses  
Cosmetics.

Winking Star For Marquee

For an arresting marquee decoration to attract night business, cut out the head of Frank Fay from the 24-sheet. Mount on compo board and place a twinkle light back of one eye. As this goes on and off it gives an effect of the star winking as the passers-by.

NATURAL FOR BIG FASHION SHOW

The cast of "God's Gift to Women" includes many of the screen's most beautiful girls. The scenes are laid in the gayest haunts of gay Pary. The story is a whirlwind lovechase in which a modern Don Juan pursues countless lady-loves through the jazziest, jolliest French farce of the year. All of which makes it a natural for a fashion show.

Get fashion shops to co-operate in window displays of gowns and fashion stills from "God's Gift to Women." Get pretty girls to wear gowns presented by different dealers, in a fashion revue on your stage. Let the audience vote on the one of the models who makes the swankiest appearance.

Co-operating dealers are mentioned on your screen. The prize will be a gown of the latest model, presented by the store which offers the gown which won the decision of the audience.

LUCKY LIMERICK CONTEST

Limericks always amuse—they have been one of the favorite pastimes of many of the great and near-great.

Offer prizes for the best last line to the limerick given below. In your advertising arrange with your newspaper to publish the best lines offered daily for the week preceding the coming of the picture.

He reckoned he knockt 'em all dead;  
He was God's gift to women, he said;  
He'd love 'em and leave 'em—  
Caress and deceive 'em—



with  
**FRANK FAY**  
LAURA LAPLANTE  
JOAN BLONDELL  
LOUISE BROOKS  
YOLA D'AVRIL  
Directed by  
Michael Curtiz

GOD'S GIFT TO WOMEN

MISSOURI STARTS TOMORROW

A Warner Bros. & Vitaphone Comedy



# Frank Fay Is Broadway's Favorite Son. These Ads Will Make Him Your Patrons' Favorite, Too!

## Frank Fay One Of Few Players Permitted To "Ad Lib" In Talkies

Star of "God's Gift to Women" Now at Theatre, Has Rare Gift

(Biographical Feature, March 1, 1931)  
The red-headed Irish-American New Yorker who is star of Warner Bros. farce "God's Gift to Women," now at the Theatre, is one of the few comedians who can think of the right thing to do and say, on the spur of the moment, to get the laugh—in other words he is an adept in the rare art which people of the entertainment world call "ad libbing."

Even the teddy bear he impersonated in "Babes in Toyland" at the age of seven, gave evidence of his latent imitative genius. Broadway took him to its sophisticated heart in "The Passing Show," "Oh, What a Girl," "Girl of Mine," "Artists and Models" and those clever bits of foolery which he acted in and produced under the name of "Frank Fay's Fables."

This ability for impromptu quips and antics made him a favorite after dinner speaker and master of ceremonies and finally led him, in the latter capacity, to that goal of the vaudeville artist, the Palace. The talkies, with their vastly multiplied audience power, appealed to the Broadway playboy and he has acted as master of ceremonies in Warner Bros. "Show of Shows" and as a suavely amusing comedian in "Under A Texas Moon," "Bright Lights," "The Matrimonial Bed" and "God's Gift to Women" in which he is a 1932 model Don Juan.

Mr. Fay is the husband of Barbara Stanwyck.

## Hollywood Extras Include Hundreds Of High Culture

"God's Gift To Women" Now at Theatre Presents Some of Them

(Current Story)  
"God's Gift to Women," the Warner Bros. French farce starring Frank Fay, now at the Theatre, features more stars than any picture not billed as a spectacle. In addition many of the most picturesque characters of the vast army of extras fit into the gay Parisian scenes.

To audiences, this latter group will mean just so much atmosphere. To the casting director they are nothing more than "wardrobe extras," that is, they have complete personal wardrobes, and can be relied on to be in full dress or the smartest evening gowns when called to work on a set. There are eighteen thousand of them who depend on the Central Casting Bureau for their livelihood.

An inquiring reporter interviewed the sixty odd characters that appear in "God's Gift to Women" and found that there is more aristocracy per foot in Hollywood than in any other city of the world. There are those whose tastes and backgrounds bespeak the highest culture. They come from many of the great families of Europe and America. There are representatives of the professions of medicine, law, journalism and the theatre. There are military men and fencing masters, those reared in luxury and others compelled to make a living—all sorts and conditions of people.

"God's Gift to Women" was written by Frederick Hazell Brennan who based it on Jane Hinton's play "The Devil Was Sick." Screen play and dialogue are by Joseph Jackson and Raymond Griffith.

The large cast includes Laura La Plante, Joan Blondell, Charles Winninger, Arthur Edmund Carewe, Alan Mowbray, Louise Brooks, Tyrrell Davis, Billy House, Yola D'Avril, Margaret Livingston, Armand Kaliz, Charles Judels, Eddie Lambert, Murray Smith, Jacques Vanaire, Douglas Gerrard, Ethlyne Clair, Nena Quartaro, Hazel Howell, and the Sisters G. Michael Curtiz directed.

## Frank Fay Funmaker In Parisian "God's Gift To Women" Now Here

(Current Story)  
Frank Fay in the role he plays in "God's Gift to Women," the Warner Bros. laugh riot which comes to the Theatre next is a Don Juan of gay Paris.

With dozens of women wanting to shower him with their love, and with the one he wants ready to accept him, he finds himself laid up with what he believes to be heart disease. The fake doctor admonishes him that even one kiss will be enough to end his life.

The girl of his heart, belatedly, realizes that she loves him and offers him her kisses! And all his exclamations pick just this opportunity to present their services as nurses and bring him back to health with their lavish affections.

This forms the central situation of one of the most hilarious comedies produced this season. The story is from the pen of Frederick Hazell Brennan, based on the play, "The Devil Was Sick" by Jane Hinton. Michael Curtiz, who directed Frank Fay in "The Matrimonial Bed," also directed "God's Gift to Women."

Besides Frank Fay and Laura La Plante, the cast includes Joan Blondell, Charles Winninger, Alan Mowbray, Louise Brooks, Yola D'Avril, Ethlyne Clair, Billy House, Margaret Livingston, Eddie Lambert, Nena Quartaro, Hazel Howell and the Sisters G.

## The Only One Since Adam!

A WARNER BROS. & VITAPHONE COMEDY HIT

# GOD'S GIFT TO WOMEN

Nature made this man for love! And how he fulfills the old Dame's expectations! No woman's heart is safe when Frank comes to town!



Never such a man! Never such a harem of heavenly beauties! Never such a funny farce!

**FRANK FAY**  
LAURA LAPLANTE — JOAN BLONDELL  
YOLA D'AVRIL — LOUISE BROOKS  
ETHLYNE CLAIR

**STARTS TOMORROW**

**DES MOINES THEATRE**  
DIRECTION OF A. H. BLANK

## Who's Who in "God's Gift to Women"

**FRANK FAY**—Broadway star in "Passing Show," "Artists and Models," vaudeville and as Master of Ceremonies at the Palace and other theatres. Seen in talking pictures in "Show of Shows," "Under a Texas Moon," "Bright Lights," "The Matrimonial Bed," and "God's Gift to Women." Born in San Francisco.

**LAURA LA PLANTE**—Beautiful star seen in "The Cat and the Canary," "Love Thrill," "Silk Stockings," "Scandal," "The Show Boat," "The Last Warning" and "Lonely Wives." Born in St. Louis, Mo.

**JOAN BLONDELL**—Blonde beauty, lifetime on stage and screen—seen in "Follies," and in Warner Bros. "Sinners' Holiday," "Illicit," "The Office Wife," "Other Men's Women," and "My Past." Born in New York City.

**CHARLES WINNINGER**—Seen in "Summer Bachelors," "The Canadian," "Fighting Caravans," "The Westerner" and "God's Gift to Women." Born Athens, Wisconsin.

**ARTHUR EDMUND CAREWE**—Appeared in "Tribly," "The Phantom of the Opera," "Uncle Tom's Cabin," "The Cat and the Canary," "A Man's Past." Born in Trebizond, Armenia.

**ALAN MOWBRAY**—Stage character seen in "The Cinderella Man," "The Apple Cart," "Porgy," and "Topaze." Born in London, England.

**LOUISE BROOKS**—Ruth St. Denis dancer, in "Follies," "Scandals," on the screen in "A Girl Every Port," "Now We're in the Air," "The City Gone Wild," "Rolled Stockings" and "Beggars of Life." Born in Wichita, Kansas.

**TYRRELL DAVIS**—Noted character actor seen in "Mother's Boy," "His Glorious Night," "Lucky in Love," "Strictly Unconventional," "Prince of Diamonds" and "Let Us Be Gay."

**BILLY HOUSE**—Well known on the stage, in vaudeville and musical shows and in "Luckee Girl," a Shubert production. Born in Mankato, Minnesota.

**YOLA D'AVRIL**—Beautiful dancer seen in "American Beauty," "Valley of the Giants," "She Goes to War," "The Love Parade," "The Shanghai Lady," and "They Had to See Paris." Born in Paris, France.

**MARGARET LIVINGSTON**—Seen in "Sunrise," "Chorus Lady," "Wandering Husbands," "Bellamy Trial," "Seven Keys to Baldpate," and many others. Born in Salt Lake City, Utah.

**ARMAND KALIZ**—Appeared in "Innocence," "The Yellow Ticket," "The Stolen Bride," "The Aviator," "Twin Beds," Warner Bros. "Gold Diggers of Broadway" and "Marriage Playground." Born in Paris, France.

**CHARLES JUDELS**—Director and actor—played in "Frozen Justice," "Hot for Paris," and "Let's Go Places." Born in Amsterdam, Holland.

**EDDIE LAMBERT**—Successful on stage in vaudeville and musical shows and on the screen in "The Big House," "The March of Time" and "God's Gift to Women." Born in New York.

**DOUGLAS GERRARD**—Famous character actor. Among his many pictures are "General Crack," "Madonna of Avenue A," "The Argyle Case" and "Smilin' Irish Eyes." Born in Dublin, Ireland.

**ETHLYNE CLAIR**—Seen in "Newlyweds and Their Baby," "Mike and Ike Comedies," "Hero on Horseback," "Hey, Rube," "Pride of Pawnee," and "Wild Blood." Born in Oakland, California.

## IT'S A GIFT!

- DIANE (LAURA LAPLANTE) wanted a dashing lover.
- FIFI (JOAN BLONDELL) longed for a man to mother.
- DAGMAR (YOLA D'AVRIL) desired a cave man.
- YVONNE (ETHLYNE CLAIR) needed a sugar daddy.
- SUZANNE (NINA QUARTARO) craved a ladies man.
- FLORINE (LOUISE BROOKS) prayed for a homebody.



A WARNER BROS. AND VITAPHONE COMEDY HIT!

# GOD'S GIFT TO WOMEN

with **FRANK FAY**  
AND HIS HOLLYWOOD HAREM



Cut No. 5 Cut 20c Mat 5c

## STAR MADE DEBUT AS TEDDY BEAR AT 7

(Current Reader)  
Frank Fay, who is starred in "God's Gift to Women," the Warner Bros. French farce now showing at the Theatre made his theatrical debut at seven, appearing as a teddy bear in Victor Herbert's "Babes in Toyland." He has appeared in many legitimate productions, in musical comedy and in vaudeville. He was one of the finest Masters of Ceremonies at the Palace in New York, before entering the talkies. He is supported in "God's Gift to Women" by many screen beauties including Laura La Plante, Joan Blondell, Louise Brooks, Yola D'Avril, Hazel Howell and Ethlyne Clair.

## FILM FADE-INS TAKEN AFTER FADE-OUT

(Current Reader)  
The last shots of "God's Gift to Women," the Warner Bros. picture starring Frank Fay, now at the Theatre had been made before the amusing sequence in which Eddie Lambert conducts a party of American tourists through Paris. Frank Fay plays the part of a modern Don Juan in "God's Gift to Women." His supports include Laura La Plante, Joan Blondell, Charles Winninger, Yola D'Avril, Alan Mowbray, Billy House, Louise Brooks, and a host of other favorites.

# STRAND

Doors Open 11 A.M.

## LAST 4 DAYS

*Funniest Farce of the Talkies!*

# GOD'S GIFT TO WOMEN

with **FRANK FAY**  
LAURA LAPLANTE — JOAN BLONDELL  
LOUISE BROOKS

and seven of Hollywood's most gorgeous girls!

Also  
**3 big Vitaphone Shorts**  
BELIEVE IT OR NOT  
THE NAGGERS  
A TECHNICOLOR MUSICAL



Laura La Plante-Never So Charming-Never So Lovable As In This Picture. Let Her Fans Know!

IT COULD ONLY HAPPEN IN PARIS!



Imagine being the world's greatest lover. Imagine a doctor telling you one more kiss means your finish. Imagine your falling in love with The One girl.. Imagine!

LAURA LAPLANTE The one girl he really loved. The one girl he couldn't get!

JOAN BLONDELL Fif, who had him first, but couldn't hold him!

LOUISE BROOKS

Her husband was out of town. She enjoyed his vacation.... with "God's Gift to Women"!

FRANK FAY 1932 model lover! Built for speed, style and endurance!

THE FUNNIEST FARCE EVER FILMED..

GOD'S GIFT TO WOMEN

FRANK FAY  
LAURA LAPLANTE  
JOAN BLONDELL  
YOLA D'AVRIL

LOUISE BROOKS · ETHLYNE CLAIR  
A Warner Bros. Vitaphone Production  
Directed by Michael Curtiz

Cut No. 19 Cut 60c Mat 15c

"GOD'S GIFT TO WOMEN" FEATURING FRANK FAY AS MODERN DON JUAN, IS FUNNIEST OF ALL PARISIAN FARCES

(Prepared Review Playing Up the Cast)

"God's Gift to Women," Warner Bros. latest comedy, opened an engagement last evening at the Theatre. Frank Fay, one of the most uniquely amusing of Broadway comedians, is featured as a modern Don Juan of Paris. Among the beauties who sue for his evanescent affections are Laura La Plante, Joan Blondell, Louise Brooks, Yola D'Avril, Margaret Livingston, Ethlyne Claire, Nena Quartaro, Hazel Howell and the dancing Sisters G. Among the well-known men of the screen are Charles Winninger, Arthur Edmund Carewe, Alan Mowbray, Tyrrell Davis, Billy House, Armand Kaliz, Charles Judels, Eddie Lambert, Murray Smith, Jacques Venaire and Douglas Gerrard. The great cast is augmented by jazz-boys, boulevardiers, ladies of fashion, tumblers, dancers and all the razzle-dazzle that goes to make of Paris the maddest city of the world.

"God's Gift to Women" is by Frederick Hazlitt Brennan. The screen play and clever dialogue is the work of Joseph Jackson and Raymond Griffith and Michael Curtiz directed. The uproarious sequences are dominated by Toto, the irrepressible lover, and amazing indeed are the ways and means by which he takes on and discards the ladies of his adoration. It is on the capture of an American girl, Diane, that his attention is fixed. She, though elusive, is as much captivated by Toto as that wise gentleman finally makes her pathize with his. He insists that he see months and the doctor's examining.

The doctor that abs... necessary... and the... kiss... fatal... la... down, the contestants for Toto's favor engage in hair-pullings, and to make matters worse, Diane wires that she is departing, but cannot do so until she has once more been kissed by Toto. Faced by love for the lady and fear of a hasty exit, not only from Paris but from life—he prepares for the latter—and orders Diane into his presence!

What happens is just a bit more laughable than the thousand and one other things which flash through earlier scenes of "God's Gift to Women." The play was roundly and continuously applauded last night at the Theatre. It is more than worth your while to see it.

Quartaro One of Many Beauties in Fay Hit

(Biography as of March 1, 1931)

Nena Quartaro, petite Mexican beauty, got her chance to gratify her screen ambition when Joseph De Stefanie gave her a part with Lew Cody in "The Three Twins."

After a short period on the stage, she came to Hollywood where she has appeared in such pictures as "The Bachelor Father," "One Stolen Night," "The Eternal Woman," "Frozen River," "New Moon," "Men of the North" and "Isle of Escape." She is now appearing with Frank Fay in the Warner Bros. production, "God's Gift To Women," at the Theatre.

Miss Quartaro is five feet, three inches tall, weighs one hundred and ten pounds and has brown eyes and black hair.



Earns New Laurels

Cut No. 2 Cut 15c Mat 5c

In "God's Gift to Women," beautiful Laura LaPlante gives what is undoubtedly one of the most delightful characterizations of her career. Frank Fay is the star of this Warner Bros. and Vitaphone romantic farce due here

Potash Himself Here In 'God's Gift To Women'

(Biographical Feature, March 1, 1931)

It is as Potash in "Potash and Perlmutter," playing opposite Alexander Carr, that Eddie Lambert made his biggest Broadway hit, though he had previously appeared in Hammerstein successes such as "The Firefly," "High Jinks," and "Katinka." In "God's Gift to Women," the Warner Bros. farce now at the Theatre, starring Frank Fay, Lambert plays the part of a guide to American tourists in Paris.

Lambert's youthful initiation into the show business came when he thrilled Nickelodeon audiences by his boy-soprano singing of songs with illustrated slides. He was born in Manhattan in 1898, so his tender age, when he entertained the early movie fans, can be imagined. He has played comedy parts in many Educational two-reelers and Vitaphone shorts, and in "The March of Time" and "The Big House."

Eddie is five feet one inch tall, weighs one hundred and thirty-five pounds and has brown eyes and brown hair—what there is of it.

Timing Laughs in Farce, Problem For Director

(Advance Reader)

Judging just how long an audience will laugh after talkie gags, is one of the real problems of the director. It is more difficult since the reaction of crowds differs so greatly. Director Curtiz of Warner Bros.' "God's Gift to Women," starring Frank Fay, coming to the Theatre next, found the "clocking" of the hilarious farce especially puzzling because of the laughter which the clever lines and situations bring forth from first to last continually.

OFFICIAL BILLING

Warner Brothers Pictures, Inc.	25%
Presents	2%
"GOD'S GIFT TO WOMEN"	100%
By Frederick Hazlitt Brennan	2%
With	2%
Frank Fay	75%
Laura La Plante	50%
Joan Blondell	50%
Suggested by the play	
"The Devil Was Sick" by Jane Hinton	5%
Screen play and dialogue by	
Joseph Jackson and Raymond Griffith	2%
Directed by Michael Curtiz	20%
A Warner Bros and Vitaphone Production	25%



GOD'S GIFT TO WOMEN

The Funniest Farce of the Talkies!

Cut No. 14 Cut 40c Mat 10c



# "Seven Of Hollywood's Most Gorgeous Girls" Is A Great Campaign Slogan. Put It In The Lights!

## TWO OF MANY LADY LOVES OF FRANK FAY IN "GOD'S GIFT TO WOMEN" TALK ABOUT MERE MAN

Frank Fay Discussed as the Great Screen Lover and the Answer to a Maiden's Prayer, by Misses Blondell and Clair

(Current Short Feature)

Joan Blondell and Ethlyne Clair, who are two of the many wild women set on winning Frank Fay's attentions in Warner Bros. gorgeous screen comedy, "God's Gift to Women," now at the Theatre, think differently about the types of men they would like to marry—though both regard Frank Fay as a perfect lover of the screen.

Miss Clair modified her statement by saying "Mr. Fay is so perfect an actor that one can't help being convinced even with his screen love-making. He has all the tricks of love-making down to such a detailed art that he can stir a woman's heart by a mere turn of the hand, a slight lift of the eyebrow, or the faintest shadow of a smile. If a woman married such a character as Frank Fay portrays in "God's Gift to Women," she would have to spend her life in figuring out just how to keep up with his lady friends."

Joan Blondell has some very definite ideas as to the type of lover she would choose to be her husband. "My perfect lover must be one who doesn't look it," Joan said. "He must be modest and shy—the more so the better. He must have the straightforward kind of eyes that do not light up every time a woman comes in view. I believe in love at first sight, but only infatuation at first sight. This is not a very serious business on which to build a relationship. Love is a building up of the result of an infatuation which lasts through life. That is the type of man I will eventually marry."

This level-headed choice is rather a surprise when coming from the blonde Joan. What's more, she is unmarried and can cook. A word to the wise ought to start a stampede in this case.

Ethlyne Clair's taste in love is somewhat different than Joan's. She demands the aggressive lover who will go through fire and water, so to speak. She wants lots of attention and unwavering loyalty—which, for a girl of her beauty and accomplishments, should not be hard to find. Miss Clair added the usual feminine P. S.:

"He must be a level-headed business man, too. He must be able to run not only his own business, but—with diplomacy—his wife's affairs as well. This is my opinion of the only way in which a husband can build a happy home life for his wife."

Reverting to the subject of Frank Fay and his characterization of Toto in "God's Gift to Women," Joan said: "After all, Frank Fay is fascinating. He has a sense of humor which certainly is essential in a husband. Perhaps I should include something of his characteristics in making up my ideal."

"I think Joan is right," said Ethlyne. "He must be a good lover in real life, too, because he is married in real life—and happily!"

The ads in this press sheet have been constructed with a wary eye toward their attention arresting value.

Won't you mail us tear sheets of your campaign to help us further our efforts? —Press Sheet Editor

## A MAN IN A MILLION!

Take the most famous lover in Paris—give him a harem of seven loving ladies—then tell him that one kiss will kill him! What an idea! What a comedy! It's a scream!



LAURA LAPLANTE His strongest weakness. Wary, but willing!

JOAN BLONDELL Gentlemen prefer Blondell. Only gentlemen?

All the women in Paris in love with him... a modern Don Juan who got what he wanted... One more kiss, the doctor said, and he'd die. Then he fell in love... Boy, page the hearse!

## GOD'S GIFT TO WOMEN



LOUISE BROOKS Makes strong men weak and weak men strong!

The funniest farce ever filmed

YOLA D'AVRIL Responsible for the French debt. And worth it!

**FRANK FAY**  
**LAURA LAPLANTE**  
**JOAN BLONDELL**  
YOLA D'AVRIL LOUISE BROOKS  
ETHLYNE CLAIR

A Warner Bros. Vitaphone Production  
Directed by Michael Curtiz



Cut No. 20 Cut 40c Mat 10c

## FIRST SCREEN KISS OCCUPIED FORTY FEET OF FILM

(Short Feature)

The niceties of the art of osculation as demonstrated in "God's Gift to Women," the Warner Bros. French farce starring Frank Fay, now at the Theatre, bring up the not uninteresting subject of the evolution of the screen kiss.

The first screen kiss was a forty-foot piece of film starring May Irwin and John Rice, in a scene from their stage play, "The Widow Jones." The picture was first shown at Coster and Beal's Music Hall, thirty-five years ago.

May was the siren of her day, buxom, curving, her yellow hair, not streaming down her back, but brushed back in a high pompadour from her round face. "The Widow Jones" was on the lookout for a "flame," a traveling salesman preferably. Johnny Rice was the boy—mustachiod, black-eyed, fascinating, and what a villain!

The big moment of the picture was that in which the widow yielded to the stranger's embrace. It was that embrace and the long soul-kiss which made the red-hot movie of the day—the one that Thomas Edison had the good box-office sense to film at West Orange, N. J., at the staggering cost of \$667.61.

Then came the two-reeler with Mary Pickford as the ragged country lass and Harold Lockwood as the honest but diffident country lad in the tight checkered suit. Audiences of that day literally rolled out of their seats at the love scenes and kisses of Flora Finch and John Bunny.

Many screen lovers followed—all the idols of their little hour—Lillian Gish and Bobby Harron; Antonio Moreno and Edith Storey; Francis X. Bushman and Beverly Bayne; Rudy in the "Four Horsemen," with Alice Terry, with Nita Naldi in "Blood and Sand," with Nazimova in "Camille," or with Agnes Ayres in "The Sheik."

Now comes Frank Fay as the 1932 model lover who believes himself to be "God's Gift to Women," and makes them think so, too. Fay is a screen lover who lives up to the hilt the technique of the day-after-tomorrow. Funny as a barrel of monkeys, too. Many screen beauties of the day are in his support and a number of the screen's cleverest comedians.

## Eighteen Featured Players Appear In Frank Fay's Film

(Advance Story)

"God's Gift to Women," the Warner Bros. French farce starring Frank Fay, now at the Theatre, has the larger cast of featured players than any previous production not classed as a spectacle. The suave Mr. Fay plays the part of a 1932 model lover who is pursued by ladies galore in one of the funniest love-chases seen in the screen.

Frederick Hazlett Brennan is the author. Joseph Jackson and Raymond Griffith did the screen play and dialogue, which was suggested by "The Devil Was Sick," a play soon to be produced in New York by Brock Pemberton. A unique feature of the piece being the fact that it was written by Jane Hinton, who is barely twenty-one years old. Michael Curtiz directed.

The large cast includes Laura La Plante, Joan Blondell, Charles Winninger, Arthur Edmund Carewe, Alan Mowbray, Louise Brooks, Tyrrell Davis, Billy House, Yola D'Avril, Margaret Livingston, Armand Kaliz, Charles Judels, Eddie Lambert, Murray Smith, Jacques Venaire, Douglas Gerrard, Ethlyne Clair, Nena Quartaro, Hazel Howell and the Sisters G.

## Successful Playwright At Twenty-One Years

(Current Reader)

Jane Hinton, aged twenty-one is credited with the original play from which Warner Bros. "God's Gift to Women," now at the Theatre is taken. The picture, a French farce in which Frank Fay is starred, was filmed before it was given a stage production. That it will have a worthy Broadway presentation is assured by the fact that Brock Pemberton has bought the stage rights.

## BILLY HOUSE BRINGS DOWN THE HOUSE

(Advance Reader)

Billy House, the Minnesota boy who ran off with a carnival and in due time ran off with wooden medal in Broadway musical shows and in vaudeville, makes his debut in the talkies in "God's Gift to Women," the Warner Bros. French farce, starring Frank Fay, which comes to the Theatre next. Billy's height, girth and grim make him a laugh-getter wherever he appears.

## Beauties of Many Lands in "God's Gift to Women"

(Current Reader)

Among the beauties which surround Frank Fay in "God's Gift to Women," the Warner Bros. French farce now at the Theatre are ladies of many nations. Laura La Plante, Joan Blondell, Louise Brooks and Ethlyne Clair are American. Yola D'Avril is French. The Sisters G hail from Germany. Nena Quartaro is Spanish and Hazel Howell is English.

## ONE KISS

would make this loving man a has-been! But what's life without kisses? He was dead if he did and deader if he didn't!

Nutty? It's food for the squirrels! Funny? You'll laugh yourself silly!



Warner Bros.  
**TRAILERS**  
are a mighty means  
for more money!  
The one on  
"God's Gift to  
Women"  
is exceptionally  
good. Set it early!



# Don't Neglect The Sales Value Of Your Lobby.

## Use Our Suggestions For Frames And Banners!

### "GOD'S GIFT TO WOMEN," RIOTOUS PARISIAN FARCE, FEATURES FRANK FAY, BROADWAY'S FINEST COMEDIAN

(Prepared Review Playing Up the Story)

"God's Gift to Women," which opened at the Theatre last evening, was received with uproarious approval by the huge first-night audience. Frank Fay, whose suave humor is so absolutely his own, gives a performance of amusing subtlety, as Toto, the man the ladies simply can't resist—the gay young-man-about-Paris who can't resist the ladies.

The producers have provided Toto with a bevy of beauties which are as irresistible as pretty ladies can be—among them being Laura La Plante, Joan Blondell, Louise Brooks, Margaret Livingston, Yola D'Avril, Ethlyne Claire, Nena Quartaro. Hazel Howell and the gay and supple Sisters G.

Toto, surrounded by his friends and lady admirers, in a scene of gayety, with tumblers tumbling and jazzboys jazzing is in a Parisian cafe when he spies Diane, with her father and a friend, who does not like Toto's all-conquering campaigns with the girls, and blackens him in the eyes of Diane's father, but only piques Diane's interest in him. By all sorts of clever ruses Toto manages to meet her. He almost loses her when Tania, a former sweetheart, arrives—but manages to regain her—and to win over her father with the understanding that Toto for six months see no women at all, and that he consult a doctor.

Toto's doctor puts him on a rest cure, and insists that even one kiss is apt to be fatal, on account of a heart condition. Toto agrees. Lady-loves flutter in to nurse the patient and to fight with each other for possession of him. At this embarrassing moment, Diane sends word that she is departing, and desires one last fervent kiss. Toto, faced with this problem of life without his inamorata, or death with her kiss—heroically makes all preparations for his early demise—and sends for her!

What happens must be seen to be appreciated—and it is but one of an hundred mirth provoking moments in the play. Beside the star and the galaxy of beauties many of the screen's best players take part in the show. Among them are Charles Winninger, Arthur Edmund Carewe, Alan Mowbray, Tyrrell Davis, Billy House, Armand Kaliz, Charles Judels, Eddie Lambert, Murray Smith, Jacques Venaire, Douglas Gerrard. Michael Curtiz directs with rare skill.

### Satirists Of Love On Screen, Happily Married In Reality

(Current Story)

"God's Gift to Women," the Warner Bros. French farce, starring Frank Fay, now at the Theatre, satirizes love and fidelity after the manner of the sophisticated, though in reality the principals are happily married.

Frank Fay who portrays the most modern of Don Juans, is the husband of Barbara Stanwyck, beautiful star of stage and screen. The hospitality of their Hollywood home is shared by many friends, who, whether ultra-modern or Victorian, are impressed with the old-fashioned sincerity of their regard for each other.

Laura La Plante who is the feminine lead in "God's Gift to Women" is the wife of William A. Seiter. Michael Curtiz, the celebrated director of the picture, is married to Bess Meredith, writer of screen stories. Joe Jackson who did the screen play and dialogue in collaboration with Raymond Griffith, is married to Ethel Shannon, and so far as society knows, none are contemplating Reno. The list of weds and newlyweds might be indefinitely extended.

### Watch Your Pep!

Pep is the life of this industry. "God's Gift to Women" is full of it. Frank Fay just oozes it! The big cast adds tons of it to the story. If you can get some of that pep into YOUR campaign, you'll bust your house records wide open! Pep up, boys. Pep up!

### His Prancing Steed Sported a Toupee And False Tail

"God's Gift to Women"  
Player Recalls Past  
Mishap in Circus

(Current Story)

Charles Judels, droll comedian of many films who appears as a conscientious undertaker in Frank Fay's latest Warner Bros. production, "God's Gift To Women," now at the Theatre, presents a unique claim to fame.

Judels asserts that he was once the rider of the only horse that ever wore a toupee. This was many years ago when Judels was a member of a troupe headed by the magician, known as "The Great Lafayette." The horse, advertised as a rare Arabian beauty, worth a countless sum of money, was always the object of admiration wherever they went. People would gaze with awe at its flowing mane and regal tail—but that all came to an end in Columbus, Ohio.

As was the showman's custom in those days, the troupe paraded through the town prior to their performance. The streets were slippery, the horse fell—and lost its false mane and tail. There was no show that evening. The company immediately left town, closely followed by clatter of tin cans.

In this show, too, Judel had to take care of the man-eating lion—"the most ferocious in existence." According to his contract, Judels insists that he had to chew the lion's food, for the animal was so old and decrepit that it had only one tooth—and that ached.

Judels appeared with circuses, road shows, in vaudeville and in New York musical productions before coming to Hollywood. His splendid work in "Captain Thunder" and "Life of the Party," and especially in "God's Gift to Women" reveal that his tramping experiences have sharpened, rather than dulled, his sense of humor.

God's Gift to Women" presents eighteen featured players.

### HIS EYES MIGHT DECEIVE HIM BUT HIS LIPS TELL!



This man was a connoisseur of women...an expert, a judge, a critic, a specialist! Here is Don Juan...a modern Don Juan who merits the title

Here's the Paris you don't see on postcards! Intimate details of the life of Europe's most famous lover! Learn why they called him. . . .

LAURA LAPLANTE  
...the one the doctor  
said "No Touch."



LOUISE BROOKS  
...so warm she blis-  
tered!



YOLA D'AVRIL  
...alive with a 112 de-  
gree temperature

### GOD'S GIFT TO WOMEN

FRANK FAY  
LAURA LA PLANTE  
JOAN BLONDELL  
YOLA D'AVRIL  
LOUISE BROOKS  
ETHLYNE CLAIR

A Warner Brothers  
Vitaphone Production

DIRECTED BY MICHAEL CURTIZ

WARNER BROS. FRESNO THEATRE  
THE HOME OF THE VITAPHONE

Cut No. 21 Cut 40c Mat 10c

### Our Funniest Comedian In "God's Gift to Women"

(Advance Reader)

Frank Fay, noted Broadway master of ceremonies, reputed to be the most individual of comedians, comes next to the Theatre, according to the announcement of Manager Mr. Fay plays the part of a gallivanting millionaire of Paris, whose conquests among the ladies are legion. His doctor finally warns him that one more kiss may prove fatal, but like the bold-hero he is, he elects to take the osculatory salute, come what may. Many of the noted beauties of the screen are in the large cast. "God's Gift to Women" is the jazziest, jolliest French farce of the year. Michael Curtiz directed.

### Ladies Loved Him Almost As Much As He Loved Himself

(Advance Reader)

Frank Fay, as Toto, young-man-about-Paris, in "God's Gift to Women," the Warner Bros. production which comes to the Theatre next, has so many ladies in his entourage that he doesn't know what to do, unless he ditches some of them, which he does with deftness. You'll roar at the complications which he gets into, and out of. Many beauties of the screen play the roles of the sweethearts of Toto. "God's Gift to Women" is guaranteed to entertain any and everybody. Michael Curtiz directed.

### Hollywood Learns To Anticipate Paris In Designing Of Gowns

"God's Gift to Women" Now  
at Theatre  
Has Gorgeous Style Show

Earl Luick, designer of fashions at the Warner Bros. Studios is responsible for the gorgeous creations worn by the many screen beauties to be seen now at the Theatre where Warner Bros. "God's Gift to Women" is now showing.

Asked how he could anticipate Paris styles by at least a year Mr. Luick said: "Hollywood no longer has to look to Paris for style dictation as was the case only a few years ago. The world in general and Paris in particular looks toward the American film for the newest and most striking.

"A great many of my designs are based on rumor" he declares. "If I hear that Paris is expecting to cut necks in a certain manner the next year, or are contemplating using trimming in certain places with certain furs, I do not wait until the fashion really comes in. I at once design them for pictures which are shortly to be in production. Thus, by the time Paris actually decrees such styles, our film is on the market.

"The many ultra-fashionable screen beauties featured in "God's Gift to Women" resulted in the creation of evening gowns, wraps and lingerie for every representative type of woman." The cast includes Laura LaPlante, Joan Blondell, Margaret Livingston, Yola D'Avril, Ethlyne Clair, Louise Brooks, Nena Quartaro, Hazel Howell, and the Sisters G., as well as Charles Winninger, Alan Mowbray, Arthur Edmund Carewe and Billy House. Michael Curtiz directed.

### Laura LaPlante Tells What She Thinks Of Fay As Screen Lover

Lead in "God's Gift to  
Women, Now at  
Theatre Talks of Star

(Short Feature)

Laura LaPlante, feminine lead in "God's Gift to Women," the whimsical French farce, presented by Warner Bros. with Frank Fay as the star, now showing at the Theatre, says that the Fay is quite different from the many screen lovers she has known in her screen career.

"He is sophisticated beyond any of the others and yet he maintains the most delightful sense of humor through it all. He is always alive—sparkling. Never mechanical. He has the art of lovemaking down to a science—or I might say an art. When it is necessary to take a scene over, he usually manages to give a new twist to each situation which makes him rather difficult to follow.

"He brings the oldest of human emotions up to the minute—and all with such an individual angle that it is often hard for the people in the cast to keep from showing the amusement, which audiences everywhere have felt at his stage and screen portrayals!"

Beside Miss LaPlante the cast includes many other famous screen beauties including Joan Blondell, Louise Brooks, Nena Quartaro, Yola D'Avril, Margaret Livingston, Ethlyne Clair, Hazel Howell and the Sisters G. Michael Curtiz directed.

### FUN FOR EVERYONE

"God's Gift to Women," the Warner Bros. production starring Frank Fay and featuring many of the most famous screen beauties—and now showing at the Theatre, contains laughs for everybody in town. It recounts the antics of a suave philanderer of gay Paree. Michael Curtiz directed.



# THIS PRESS SHEET OFFERS REAL, START NOW AND DON'T STOP

## HE'S THE BEST GIFT OF ALL!

Some women want money. Some — jewelry. Others — clothes. But this man's what every woman craves! First exponent of masculine "It"! Awakening that all-powerful "urge"! Put on the screen for the girls to admire and the men to imitate!

TO BE PAID FOR  
IN KISSES  
DELIVER DIRECT  
TO ANY BOUDOIR

## GOD'S GIFT TO WOMEN

Something new at last! A hero who could have had a million kisses but didn't dare take ONE!

A  
Warner Bros.  
& Vitaphone  
Comedy Hit!

with  
**FRANK FAY**  
AND THIS BEVY OF HOLLYWOOD BEAUTIES  
**LAURA LAPLANTE — JOAN BLONDELL**  
**LOUISE BROOKS — YOLA D'AVRIL**  
**ETHLYNE CLAIR**

**MASTBAUM**

CONTINUOUS  
PERFORMANCE

POPULAR  
PRICES

Cut No. 11 Cut 60c Mat 15c

### MOWBRAY MAKES HIS TALKIES DEBUT AS PARISIAN BUTLER

(Biographical Story March 1, 1931)

It was immediately following the World War that Alan Mowbray got the leading role in "The Cinderella Man" in which he toured his native England.

He recently won praise for his work on the Los Angeles stage as the king in Shaw's "The Apple Cart." His next achievement was the directing and staging of "Porgy." He starred in the Belasco production of "Topaze."

His first talking picture role is the butler in "God's Gift to Women," the Warner Bros. French farce starring Frank Fay, now at the Theatre.

Mr. Mowbray is six feet tall, weighs one hundred and sixty-five pounds and has dark brown hair and blue eyes. He was born in London.

### Alabama Beauty In French Farce Here

(Biographical Feature, March 1, 1931)

Ethlyn Clair of Talladega, Alabama, was so interested in amateur theatricals during her school days that she decided upon an artistic career and finished her schooling at the National School of Fine and Applied Arts in Washington, D. C.

Her first screen opportunity came when Universal sent her to Hollywood to appear in a series of comedies written around Mr. and Mrs. Newlywed and their baby. While with Universal she appeared in a number of features and serials, and later in "The Pride of Pawnee," and "Hey, Rube" for F.B.O. She is now to be seen at the Theatre in "God's Gift to Women," the Warner Bros. production starring Frank Fay.

Miss Clair is five feet four inches tall, weighs one hundred and ten pounds and has auburn hair and brown eyes. She is married to Ernest Westmore.

### Globe-Trotter At 12 Blonde Beauty Makes Hollywood Her Home

(Biographical Feature, March 1, 1931)

Though Joan Blondell, who plays the part of Fifi, one of the many sweethearts of the gallivanting hero of "God's Gift to Women," the Warner Bros. production, now at the Theatre, was born in New York City, she was twelve years old before she spent a birthday in her native land, for the reason that her parents were troupers, her father being the famous "Katzenjammer Kid." It was in an act in which the whole family took part that Joan made her first stage appearance.

Joan was in the early teens when her family returned to America and she joined a stock company at Dallas, Texas. After several months she came to New York to take part in "Tarnish." This was followed by a season in the "Follies." She then appeared in "The Trial of Mary Dugan," "My Girl Friday," "Maggie the Magnificent," "Sporting Blood" and "Penny Arcade." Her initial screen appearance was in Warner Bros. "Sinners' Holiday." Later pictures are "My Past," "Illicit" and "Other Men's Women." Miss Blondell is five feet four inches tall, weighs one hundred and eighteen pounds. She has ash-blonde hair and gray eyes. Her favorite sports are swimming and tennis.

### Spirit Of St. Louis Radiates Beauty In Gay Parisian Farce

Laura La Plante Lead in  
"God's Gift to Women"  
at Theatre

(Biographical Feature, March 1, 1931)

That the Spirit of St. Louis is evidenced in other ways than flights overseas is proved by the presence of the radiant Laura La Plante, a native of that famous city, as feminine lead in "God's Gift to Women," the French farce starring Frank Fay, now showing at the Theatre.

Laura La Plante might almost be called a native of California, for she was very young when her parents took her there and it was while at the San Diego high school that she decided that her love for the fiddle must lead her onto the concert stage. A bit in a picture while on a summer vacation, changed her ambition, and a part in Christie's "Bringing Up Father" series, clinched the argument.

A picture with Charles Ray and another with Colleen Moore brought about a contract with Universal which covered eight years, and gave her experience in comedies, Westerns, serials and features. At the end of this time she made up her mind to play only the sort of parts she liked. She recently appeared on Pathe's "Lonely Wives." Her latest is Warner Bros. "God's Gift to Women."

Miss La Plante is five feet four inches tall, weighs one hundred and ten pounds and has blue-gray eyes and blonde hair. She is the wife of William A. Seiter, Warner Bros. director.

### PARISIAN DON JUAN FRAMED AS VICTIM OF THE KISSING BUG

Frank Fay and Many Screen  
Beauties Come to  
Theatre in "God's Gift to  
Women"

(Advance Story)

An apparently unsolvable problem confronts Frank Fay in his latest Warner Bros. comedy, "God's Gift to Women," which comes to the Theatre next.

After deciding to give up his old life as a rampant Don Juan for the sake of the girl of his heart he is told that he is the victim of heart disease—that the only cure is rest and that even one kiss will kill him.

Just at this point, the girl in question decides that she does love him after all and begs him to kiss her. This situation forms the climax of this hilarious comedy which was written by Frederick Hazelitt Brennan, based on the play "The Devil Was Sick" by Jane Hinton. His quandary as to whether to live for love or die for it is one of the uproarious sequences of "God's Gift to Women."

The large cast includes Laura La Plante, Joan Blondell, Charles Winninger, Alan Mowbray, Yola D'Avril, Louise Brooks, Arthur Edmund Carewe, Margaret Livingston, Charles Judels, Nena Quartaro, Hazel Howell, Billy House, Ethlyne Clair, and the Sisters G.

### STARTING FRIDAY Funniest, Frenchiest Farce of the Talkies

**GOD'S GIFT  
TO WOMEN**

with a huge cast including

**FRANK FAY, Laura LaPlante, Joan Blondell and seven gorgeous girls.**

Cut No. 16 Cut 20c Mat 5c

### Jovial Billy House Makes Big Hit Here In Support Of Fay

(Biographical Feature, March 1, 1931)

Big Billy House, wearing the smile that won't come off, is now to be seen in Warner Bros. French farce "God's Gift to Women," starring Frank Fay, at the Theatre.

Mankato, Minnesota was Billy's birthplace, though Oklahoma and Texas were his stamping grounds till he ran off with a carnival and then took to the circus.

He invaded Broadway in 1926 when he was in the early thirties. He was seen in vaudeville for several years and finally reached the Palace, mecca of all vaudevillians. Several musical shows were enlivened with his huge roly-poly comedy, his best work being done in the Shuberts' "Lucky Girl."

As a laugh-maker Billy House is what Broadway calls a natural.

### From Medicine Shows To Modern Talkies With Winner

(Biographical Feature, March 1, 1931)

When Charley Winninger ran away with a medicine wagon, Athens, Wisconsin, gasped. His folks had been musicians, generations of them, but none of them had trouped with wagon shows and wandering circuses. Charles did, however, for many years.

His first Broadway musical show role came in 1909 in "The Yankee Girl" at the Herald Square Theatre. He had a prominent part in the stage production of "The Show Boat." Six years later, when he was thirty-one he took a fling at the movies, appearing in "Summer Bachelors," "The Canadian," "Fighting Caravans," "The Westerners" and "God's Gift to Women," the Warner Bros. picture now at the Theatre.

Mr. Winninger is five feet six inches tall, weighs one hundred and sixty pounds and has blue eyes and gray hair. He is the husband of Blanche Ring and the brother-in-law of Thomas Meighan.

### "God's Gift To Women" Director, a Cosmopolite

(Current Reader)

Michael Curtiz, who directed Warner Bros. French farce, "God's Gift to Women," starring Frank Fay, and now at the Theatre, was formerly an actor and director in his native Hungary and in Germany. He spent much time in Paris and so is eminently fitted for direction of "God's Gift to Women," the scenes of which are all laid in the City by the Seine.

### CAREWE AGAIN PLAYS DOCTOR TO FAY

(Current Reader)

Arthur Edmund Carewe who appears as the disturbing physician in "God's Gift to Women," the Warner Bros. French farce, starring Frank Fay, played a similar part in another Fay talking picture, "The Matrimonial Bed." A huge cast including many screen beauties and comedians supports Fay in "God's Gift to Women," which is now at the Theatre.

### "Apple Cart" King Makes Talkies As Butler

(Advance Reader)

Alan Mowbray, the English actor who is famous on Broadway for his work as the king in Shaw's "The Apple Cart," "Porgy," "Topaze" and others, makes his talking picture debut as the butler of Frank Fay, who is starred in Warner Bros. hilarious French farce, "God's Gift to Women," which comes to the Theatre next.

### Your Program Portraits

Laura LaPlante  
in  
"God's Gift to  
Women"

Cut No. 22  
Cut 15c  
Mat 5c



Frank Fay  
in  
"God's Gift to  
Women"

Cut No. 23  
Cut 15c  
Mat 5c



"God's Gift To Women" is the hilarious Warner Bros. romantic farce due here next

The famed owner of the title "Broadway's Favorite Son," star of the comedy riot "God's Gift To Women" coming next



# LIVE-WIRE FEATURE STORIES.

## UNTIL YOU'VE PLANTED EVERY ONE!

### Player in 'God's Gift to Women', Descendant of Richard's Singer

(Advance Story)

Joan Blondell says that tracing one's ancestry back to the Mayflower is no feat at all compared to the family tree of which she boasts. Her family name has remained intact, and even the professional tendencies of the family—for Joan is a direct descendant of David Blondell, troubadour to King Richard the Lion Hearted.

Every English school child knows the story of how the crusading King was captured and imprisoned by his enemies. English history would now have a different twist were it not for the forerunner of the trouncing Blondells. The story has it that David Blondell wandered over the world in every likely place the King might be imprisoned.

Under every fortress he would strum his harp and sing the song which he and King Richard had in common. Eventually, this plan worked, for he was one day rewarded by hearing the King's voice repeat the song from a certain prison window. It was then short work for the troubadour to return to England, rouse the army and effect the release of the King.

True to the traditions of her family, Joan has gone in for the modern version of troubadouring. At present she is one of the many beauties in Frank Fay's latest Warner Bros. picture, "God's Gift to Women," coming next to the Theatre.

### Laura La Plante Began In Christie Comedies

(Current Story)

Laura La Plante, who plays the feminine lead in support of Frank Fay in "God's Gift to Women" the Warner Bros. production now at the Theatre, began her spectacular career in Christie Comedies. Many other screen beauties take part in the clever French farce which is an adaptation of Jane Hinton's play "The Devil Was Sick."

### Costliest Bathroom Built For Moment Before Mike

(Current Story)

In "God's Gift to Women," the Warner Bros. French farce starring Frank Fay, now at the Theatre, there is a flash of a bathroom, in which the hero is startled by the sight of a charming intruder, one of his many lady loves. This scene was made after the most modern design, at great expense, though it is to be used for a moment only. That's the way they do things in the talkies.

### "GOD'S GIFT TO WOMEN" IS LATEST DON JUAN

(Advance Reader)

Frank Fay, gallivanting hero of "God's Gift to Women," the Warner Bros. French farce, which comes to the Theatre next, loves the ladies en masse. His screen sweethearts include Laura La Plante, Joan Blondell, Louise Brooks, Nena Quartaro, Yola D'Avril, Margaret Livingston, Ethlyne Clair, Hazel Howell the nimble Sisters G. Many celebrated comedians are also in the cast. Michael Curtiz directed.

### "GOD'S GIFT TO WOMEN" DRAWS RECORD CROWDS

Manager of the Theatre reports record attendance at each performance of "God's Gift to Women," the Warner Bros. French farce starring Frank Fay and including some of the most beautiful women of the screen, among them being Laura La Plante, Joan Blondell, Louise Brooks, Yola D'Avril, Hazel Howell and Ethlyne Clair. Many comedians are in the large cast.

### FASHIONS IN SCREEN PASSIONS CHANGE WITH COMING AND GOING OF THE FAMOUS "GREAT LOVERS"

The Ultra-Modern Methods Employed by Frank Fay, Star of "God's Gift to Women" at Theatre, Marks Thirty-Year Evolution

(Interesting Feature)

Though love itself has probably altered little since the days when Adam introduced himself to Eve—ways in which said tender emotion is expressed have altered not a little. Even the thirty-odd years that have elapsed since the flickering era of the nickelodeon have seen a startling evolution.

One of the earliest idols of fandom was Maurice Costello, the brusque and debonair. Ask mother how feminine hearts pitty-patted when the handsome idol of the hour shone upon the silver screen. Girls of Rome scattered roses in his way on his triumphal entry to the Eternal City, and all over the world his name was the symbol of just what a lover should be. Maurice Costello was the Greek God type of hero who gloried in saving the lady's virtue at any cost.

Next rose the sensationally emblazoned name of Francis X. Bushman, who moved ladies of sensibility to sigh to heaven for such a man, even as Desdemona did, when Othello recounted the dangers he had undergone. F. X. portrayed the then current great lover—a gent who invariably proved faithful unto death, whatever the odds against him. Mr. Bushman in real life has recently advertised for a new partner of his joys and sorrows, her possession of a fortune being the prime requisite.

About this time along came Wm. S. Hart, hard-riding, straight-shooting, keen-eyed—who before the final fadeout left his evil ways for the love of a good woman. The vogue of the sheik books ushered in Rudolf Valentino, the masterful, the brooding, the fiery—who kidnapped fair maidens with true desert technique, galloping away with them over burning desert sands on "a stallion shod with fire!"

The very latest fashion in screen passions is demonstrated by Frank Fay, starring in Warner Bros. French farce, "God's Gift to Women," now at the Theatre. His specialties are not faithfulness, reformation or cave-man tactics. He is the gay Don Juan who kisses and forgets. He trifles and travels on, and how they love it! His support includes many of the beauties of the screen, and a number of its finest comedians.

### THAT FAMOUS FRENCH LOVER IS COMING!

Girls—prepare for paradise! Men—prepare for war—He's on the make!

HE'S THE FIRST SINCE ADAM!

**GOD'S GIFT TO WOMEN**

See this red-headed Don Juan whose love-making is only surpassed by his laugh-making!

**FRANK FAY**

and

LAURA LAPLANTE — JOAN BLONDELL — LOUISE BROOKS — YOLA D'AVRIL

**STRAND**

A WARNER BROS. & VITAPHONE HIT

Here's the Paris you DON'T see on post-cards! The real stuff! Spicy! Sensational!

**STARTS TODAY**



Above is a scene from "God's Gift to Women," that cyclone of laughs that yesterday began what is sure to be a highly successful engagement at the Strand Theatre. Frank Fay has the leading male role and in his support are some of Hollywood's most beautiful actresses, including Laura LaPlante, Louise Brooks, Joan Blondell and Yola D'Avril—the latter two beauties being in the scene shown above. It is a Warner Bros. and Vitaphone Picture.

Cut No. 4 Cut 30c Mat 10c

### HOW MANY KISSES MUST A SCREEN IDOL GIVE AND TAKE IN HIS LINE OF DUTY TO MAKE WIFIE JEALOUS

Frank Fay, Star of Warner Bros. "God's Gift to Women," Now at the Theatre, Offers Resume of a Day on the Lot

(Short Feature)

California divorce judges will tell you that film stars cannot get divorces on the same grounds that other people can, because their duties call for so much artificial billing and cooing that no one can rightly decide where the actual begins and the theatrical ends.

It may be that stars married to non-professionals have a harder row to hoe than those in which husband and wife both appear upon the silver screen. In the case of Frank Fay, now here as the star of "God's Gift to Women," the latter is the case, since his wife is beautiful Barbara Stanwyck, as brilliant a cinema

luminary as her clever husband. A discussion recently came up at the Fay-Stanwyck home when a group of stars, including Dorothy Mackaill, James Rennie, Loretta Young and Ona Munson were guests. Miss Mackaill remarked that one drawback about the profession is the fact that an actress must go through so many love affairs arranged by our best authors that it becomes a problem to arrange any with a proper thrill for herself.

Barbara Stanwyck seconded the statement and added that she could never be sure that her husband's personal caresses were not given with his profile toward the camera. Mr. Fay protested that no man can really get tired of kissing a beautiful woman, and suavely suggested that Barbara might have a jealousy complex. It was decided among the guests that Mr. Fay ought to prepare a kiss-by-kiss diary of a day on the lot.

Since he was in the midst of the filming of "God's Gift to Women," in which he plays the part of a dapper Parisian Don Juan, working with a cast which includes many of the most famous of screen beauties, among them being Laura LaPlante, Joan Blondell, Louise Brooks, Nena Quartaro, Yola D'Avril, Margaret Livingston, Ethlyne Clair, Hazel Howell and the Sisters G—Mr. Fay complied, with his usual deftness at impromptu creation.

The act of cinematic osculation, by exact count, considering the necessary retakes of scenes, was performed seventy-five times during the day. Fay had jotted the story on his portable typewriter and Miss Mackaill read it. "And you dare to call me jealous!" said Barbara Stanwyck-Fay demurely.

### Frank Fay Suffers For Sake of Art

One of the most amusing scenes in "God's Gift to Women," the Warner Bros. picture now at the Theatre is that in which Frank Fay is compelled to do court on his knees to one of the many beauties in the cast. Her way of moving from one part of the room to the other compelled him to creep after and the number of retakes caused such damage to his patellas and adjoining parts of his anatomy that a doctor was called. Mr. Fay insists that he crawled for a mile during the filming. "God's Gift to Women" is drawing big crowds to the Theatre.

### ONE DIRECTOR WHO SEES MINUTEST DETAILS

(Advance Reader)

Michael Curtiz, who directed Warner Bros. "God's Gift to Women," the French farce starring Frank Fay, which comes to the Theatre next, pays strict attention not only to the players but to matters of lighting, camera angles and arrangement of props. The unity of the result justifies his belief that infinite pains and attention to minutest details is the price of success. All the amusing scenes of "God's Gift to Women" are laid in Paris.

LAST SHOWING

HE SATISFIES THEM ALL

**GOD'S GIFT TO WOMEN**

**STRAND**

Cut No. 15 Cut 20c Mat 5c



# Sell The Comedy Angle Of This Picture, But— There's Plenty Of Real Romance, Too!

## HIS DIARY IS AS SPICY AS A PAGE OF LA VIE PARISIENNE!

Never such a lover! Life is just one beautiful conquest after another. Blondes! Brunettes! Redheads! Learn the secret of his appeal in the funniest farce ever filmed!

with  
**FRANK FAY**



1001 Bigger, Better Laughs!

Cut No. 7 Cut 60c Mat 15c

## FRANK FAY ONE OF THE FEW WHO CAN CAVORT NATURALLY BEFORE "SILENCE" SIGNS OF TALKIES

Star of "God's Gift to Women" Adept  
At Obeying and Disobeying

(Short Feature)

Frank Fay, who is starred in "God's Gift to Women," the Warner Bros. production now at the Theatre, is as adept in doing the right thing at the right time as any comedian of the day. His gift for impromptu speech and action is so keen that he is one of the few allowed to ad lib on the talkie set. He has also the ability to pick his way noiselessly among do-dads which would be apt to trip up less agile mortals, and break the silence so necessary to satisfactory recording.

"The talkies have proved the old adage that silence is golden" says Mr. Fay, "for every sound that makes a retake means many shekels to the producers. The stages are not the flimsy old type ones, but built apparently for all time like the pyramids and as deaf as the sphinx. The sort of rugs and drapes used must be those that absorb and deaden sounds. Shoes must not squeak. Sneezes are as tabu as coughs.

Red lights warn outsiders that a scene is in the making, and no one must enter on penalty of death. Even the cameras wear blankets like old Indian chiefs. Sputtering arc lights have been replaced by most decorously silent incandescent ones. I was

not born or bred to the screen and the transition was a bit difficult—but I have developed the step of a ghost and the silence of a hermit—except when I am given the floor—and then I will say that I make the most of it!"

The cast which supports Mr. Fay in "God's Gift to Women" includes Laura LaPlante, Joan Blondell, Margaret Livingston, Louise Brooks, Nena Quartaro, Ethlyne Clair, the G Sisters, Charles Winninger, Armand Kaliz, Arthur Edmund Carewe and Charles Judels.

"God's Gift to Women" was written by Frederick Hazlitt Brennan who based it on the play "The Devil Was Sick" by Jane Hinton. Joseph Jackson and Raymond Griffith did the screen play and dialogue. Michael Curtiz directed.

Those who have seen "God's Gift to Women" claim that it is one of the most amusing farces ever produced. It has to do with the ways in which a Parisian lover of 1932 model, collects and disposes of the ladies who flutter to him as moths to the flame. His doctor warns him that another kiss will mean his death—on which he decides to take both.

## CAPITOL

**He's Too Bad To Be Good—  
Too Good To Be Bad!  
That's Why They Call Him—**

## GOD'S GIFT TO WOMEN

A WARNER BROS.  
& VITAPHONE  
COMEDY HIT



Hollywood's red-headed boy  
and his Legion of Loving  
Ladies.

**NOW PLAYING**

**Their Lipstick  
Prints Were  
His Coat of  
Arms!**

Cut No. 6 Cut 40c Mat 10c

## ONE FOR ALL AND ALL FOR ONE

(Current Story)

Frank Fay, starred in "God's Gift to Women," the Warner Bros. farce now at the Theatre, says that he likes the talkies because it is a case of one for all and all for one—that is one performance

## If You Need a Laff Here It Is For You

(Current Story)

If you feel the need of a good, hearty laugh—an evening of good hearty laughs—come tonight to the Theatre and see Frank Fay in Warner Bros. latest French farce, "God's Gift to Women."

The large cast includes Laura LaPlante, Joan Blondell, Margaret Livingston, Yola D'Avril, Louise Brooks, Nena Quartaro, Ethlyne Claire, Hazel Howell, the G Sisters, Charles Winninger, Arthur Edmund Carewe, Armand Kaliz and Charles Judels.

The story is that of a modern Don Juan of Paris who has so many ladies that he is hard put to it to know how to get rid of the old and on with the new. His doctor orders complete rest and warns him that one more kiss will prove fatal. See how he decides between the two. You will never guess.

Michael Curtiz directed.

reaches all the world—and if one is fortunate in making a hit, the world is all for one.

Though the comedian that Broadway dotes on, has not decided to give up the stage for good, he regrets that the audience is so limited. On the other hand he misses the satisfaction of applause. On stage or screen Mr. Fay seems to click with equal certainty.

In "God's Gift to Women" he is cast as a philanderer of Paris, who is confronted with so many lady loves that he is at his wits ends to know how to be off with the old loves and on with the new. He is finally ordered by his physician that one more kiss will be fatal. His decision as to which to choose is one of the funniest of the many funny sequences in the picture.

The cast is an imposing one including Laura LaPlante, Joan Blondell, Margaret Livingston, Yola D'Avril, Louise Brooks, Nena Quartaro, Ethlyne Clair, Hazel Howell and the G Sisters—as well as Armand Kaliz, Charles Judels, Charles Winninger and Arthur Edmund Carewe.

The piece was written by Frederick Hazlitt Brennan. It is based on the stage play "The Devil Was Sick" by Jane Hinton. Joseph Jackson and Raymond Griffith did dialogue and screen play. Michael Curtiz directed.

## Hair Pulling Match Enlivens Liveliest Sequence Of Farce

(Current Story)

"God's Gift to Women," the Warner Bros. farce now at the Theatre is a tornado love-chase through the gayest haunts of Paris. Frank Fay is the 1932 model lover who pursues and is pursued by a galaxy of beauties, who squabble and otherwise misbehave in their efforts to win. The hair-pulling scene which takes place in the bedroom where the object of the ladies' love lies sick abed is probably the funniest of the whirlwind sequences.

Among the screen beauties in "God's Gift to Women" are Laura LaPlante, Joan Blondell, Margaret Livingston, Yola D'Avril, Nena Quartaro, Hazel Howell, Ethlyne Clair and the Sisters G, as well as the comedians Charles Winninger, Armand Kaliz, Arthur Edmund Carewe and Charles Judels.

The story is by Frederick Hazlitt Brennan who based it on Jane Hinton's play, "The Devil Was Sick." Screen play and dialogue are by Joseph Jackson and Raymond Griffith. Michael Curtiz directed. "God's Gift to Women" will give you the laughs you need. Go to see it tonight and take the folks with you.



# "God's Gift To Women" Is Warner Bros. Film To Smart Showmen! Plug It Right And Cash In!

## FAY WELL VERSED IN TECHNIQUE OF THE GREAT LOVERS

Star of "God's Gift to Women" Knows His Cellini and Brummel

(Current Story)

Frank Fay, now at the Theatre in Warner Bros. French farce, "God's Gift to Women," knows whereof he speaks when he takes the part of the most modern of lovers in a Parisian version of Don Juan. He has the technique of Casanova, Chesterfield, Sir Philip Sidney, Cellini, Romeo, and all the other great lovers at his finger point and tongue's end in the character which he portrays with a suave and twinkling verve that is all his own.

Mr. Fay's support contains many of the most popular comedienues and comedians of the screen among them being Laura LaPlante, Joan Blondell, Louise Brooks, Yola D'Avril, Margaret Livingston, the Sisters G, Nena Quartaro, Ethlyne Clair, Hazel Howell, Charles Winninger, Arthur E. Carewe, Charles Judels and Armand Kaliz.

"God's Gift to Women" is by Frederick Hazlitt Brennan, it having been suggested by Jane Hinton's play "The Devil Was Sick." Screen play and dialogue are by Joseph Jackson and Raymond Griffith. Michael Curtiz directed.

## TYPICAL HAPPENINGS OF ANY BUSY DAY ON THE SET OF AN UP-TO-THE-MINUTE PICTURE

"God's Gift to Women," the Warner Bros. Film Now at the Theatre Used as an Example

(Feature)

A day on the lot when "God's Gift to Women," the Warner Bros. picture starring Frank Fay, now at the Theatre, was being filmed and recorded will illustrate any busy day at the Studios on Sunset Boulevard.

One of those January mornings when the sun hasn't made up his mind whether to get up or lie abed—the chilly weather which Californians speak of as "unusual"—the director, Michael Curtiz in this case, with his overcoat collar turned up, shouting up to the second story of the prop building: "Miss LaPlante! Miss Blondell!"

A click of high heels, a flutter of filmy folderols as the two girls hurry down the steep stairs, shivering a bit, and into the part of the set known as Stage 6—where the large cast is assembled. Promptness is a

fetish with Mr. Curtiz. He is still fussing with lights and cameras, while Yola D'Avril, Louise Brooks, Margaret Livingston, Nina Quartero, Hazel Howell, the G Sisters and the rest of the beauties of "God's Gift to Women" are doing their final primping. Fay is pacing back and forth mumbling his lines.

The director startles everyone by a request for the presence of one of the players—which his broken English translates as Mr. Vinegar! Mr. Winninger trips over light-stands and cables toward Mr. Curtiz, who gives directions for action, watching the effect through the finder of the camera. Some of the ladies of the ensemble begin to giggle. The director shouts for quiet, and gets it immediately. "All right, Mr. Vinegar, get outd where ve can see you und vatch the cue! Go aheadt, Frank!"

Mr. Winninger plays the part of the American father who objects to the attentions paid his daughter by Toto, Parisian philanderer, portrayed by Mr. Fay. "Bon jour, Monsieur" says Toto, "This is indeed a pleasure!" The incensed parent ignores the out-stretched hand. "Young man," he bellows "I want you to stop molesting my daughter!" "Deeply and honestly I love your daughter, Mr. Churchill—" "You—why in Rochester we wouldn't consider you anything but a parlor snake—a lounge lizard—" Much business—many words—then the director calls a halt. "The tempo—the tempo is not right—this is comedy—"

So the scene must be taken over—over again—probably again. Curtiz makes the rounds of the three cameras, squinting through the finders, hat cocked back. He takes his seat and an assistant blows a shrill whistle for silence.

"Turn 'em over" yells the head cameraman. The recording motors begin to turn. An assistant stands beside a signal box and watches the three lights on it. The yellow light is on and a bell clangs. The motors are going full speed now. Now the green light which means that the recording apparatus is at work. Now the red light meaning that all is running okay. It is the cue for the click of a little jigger which is the signal for action.

The scene is gone through as rehearsed, cameras and microphones move with the characters, and the sound mixer who regulates the volume and quality of sound, comes out of his booth. He cuts into the scene with, "Sorry, but you moved the microphone too soon!" This is addressed to a man up in the rafters whose duty it is to remove the microphone from its position as soon as the characters change position. The scene must be done over, with the same signals and whistles.

Other scenes are worked out in the same way then comes the inspiring call for lunch. All troup gaily to the restaurant and in an hour and a half are back and the routine goes on till five-thirty. Curtiz is well satisfied with the day's work and says with gusto "All for today. Same set tomorrow morning at eight-thirty sharp!"

Beside the feminine stars that take part in "God's Gift to Women" the cast includes some of the most popular comedians including Charles Winninger, Armand Kaliz, Arthur Edmund Carewe and Charles Judels.

## No More Lonely Nights

... that was his promise. But she wanted something he couldn't give! Even one teeny, weeny kiss might be fatal. His will was weak, but his heart was weaker. Dare he take a chance with the most torrid lips he'd ever found?



No more lonely nights for this town's women. The "It" man is here!

## "GOD'S GIFT TO WOMEN"

with FRANK FAY

Hollywood's Red-Headed Boy and His Legion of Loving Ladies!

LAURA LAPLANTE—JOAN BLONDELL  
LOUISE BROOKS—YOLA D'AVRIL

Directed by Michael Curtiz

A Warner Bros. & Vitaphone Comedy Hit!

REXY

Cut No. 17 Cut 40c Mat 10c

## WOMEN OF PARIS ALWAYS ALLURING

(Current Story)

"God's Gift to Women," the Warner Bros. farce starring Frank Fay and now at the Theatre, depicts the ludicrous love affairs of a Don Juan of Paris, pursuing and pursued by a bevy of beauties which recall the many women of Paris, real and fictitious, who have captured the imagination of the world.

Only to name a few of them is to bring back the magic which held men captive through the years—Du Barry, Ninon D'Enclos, De Stael, George Sand, Camille, Trilby, Fifi, Kiki, Fantine, Cosette, Josephine, Marie Antoinette, De Maintenon, Madame X.

The women of Paris wooed by Toto of "God's Gift to Women" are played by many famous screen beauties including Laura LaPlante, Joan Blondell, Yola D'Avril, Margaret Livingston, Louise Brooks, Nena Quartaro, Hazel Howell and the G. Sisters. Comedians in the cast are Charles Winninger, Armand Kaliz,

Arthur Edmund Carewe and Charles Judels. Michael Curtiz directed.

"God's Gift to Women" was written by Charles Hazlitt Brennan, who based it on the stage play, "The Devil Was Sick," by Jane Hinton. Joseph Jackson and Raymond Griffith did the dialogue and screen play. It is said to be one of the funniest French farces ever filmed.

## TOO MANY WOMEN

(Current Reader)

The predicament caused by too many women is amusingly depicted in "God's Gift to Women," the Warner Bros. French farce now at the Theatre. Frank Fay plays the part of the happily afflicted lover—who, when told that a kiss will be his death—prepares to take both! Laura LaPlante is the feminine lead. Many screen beauties take part in the play and a number of the cleverest comedians of the day. Michael Curtiz directed.

## TYPE AD

### WE KNEW

when we saw "God's Gift To Women" at a private screening and laughed until we almost cried, that it was a picture Ohio would love!

### WE KNEW

that red-haired Frank Fay, in his role of the pet of Paris, would be Ohio's new screen favorite!

### AND NOW

in the second day of its showing to accommodate the crowds, doors will open at 11 A.M.—two hours earlier than usual!

## GOD'S GIFT TO WOMEN

with the new screen sensation

FRANK FAY

and seven gorgeous girls

LAURA LAPLANTE

JOAN BLONDELL

LOUISE BROOKS

YOLA D'AVRIL

ETHLYNE CLAIR

NINA QUARTERO

MARGARET LIVINGSTON

Don't Fail To See It!

SEVEN DOLLAR  
BOOKDAY TRAVEL

GRAND

CONTINUOUS  
SHOWING




# Here Posters That Smash Over The Full Appeal Of The Picture. Note The Scale!




1-SHEET A



14-SHEET



1-SHEET B




3-SHEET B

**Color Description of the 24 Sheet**  
 The entire background is in purple with the title lettered in yellow with a black shadow, the cast in orange and rest of billing lavender. All the figures are in vivid natural tones.



3-SHEET A



6-SHEET

## WINDOW CARD



Beautifully colored and attractively designed

## SLIDE



## Sliding Scale Prices Of Advertising Accessories

### 1-SHEETS

1 to 50	15c each
51 to 100	13c each
Over 100	11c each

### 3-SHEETS

1 to 25	40c each
Over 25	36c each

### 6-SHEETS

1 to 10	75c each
11 to 20	70c each
Over 20	65c each

### 24-SHEETS

Up to 25	\$2.00 each
Over 25	1.75 each

### WINDOW CARDS

1 to 50	7c each
51 to 100	6c each
Over 100	5½c each

### INSERT CARDS

1 to 25	25c each
26 to 50	22c each
51 to 100	20c each
Over 100	18c each

### HERALDS

1M to 5M	\$3.00 per M
Over 5M	2.75 per M

### PHOTOS

11 x 14 Photos	75c a set
(8 in set—colored)	
22 x 28 Photos	80c a set
(2 in set—colored)	
Slides	15c each
Stills	10c each
Press Sheets	Gratis
Music Cues	Gratis

These prices apply to U. S. only.

THERE ARE LOTS OF ALL-TALKING TRAILERS BUT—

*Have You Seen The One On*

“GOD’S GIFT TO WOMEN”?

*Good? Man It’s MARVELOUS!*

## INSERT CARD



Get plenty of these around. They sell!

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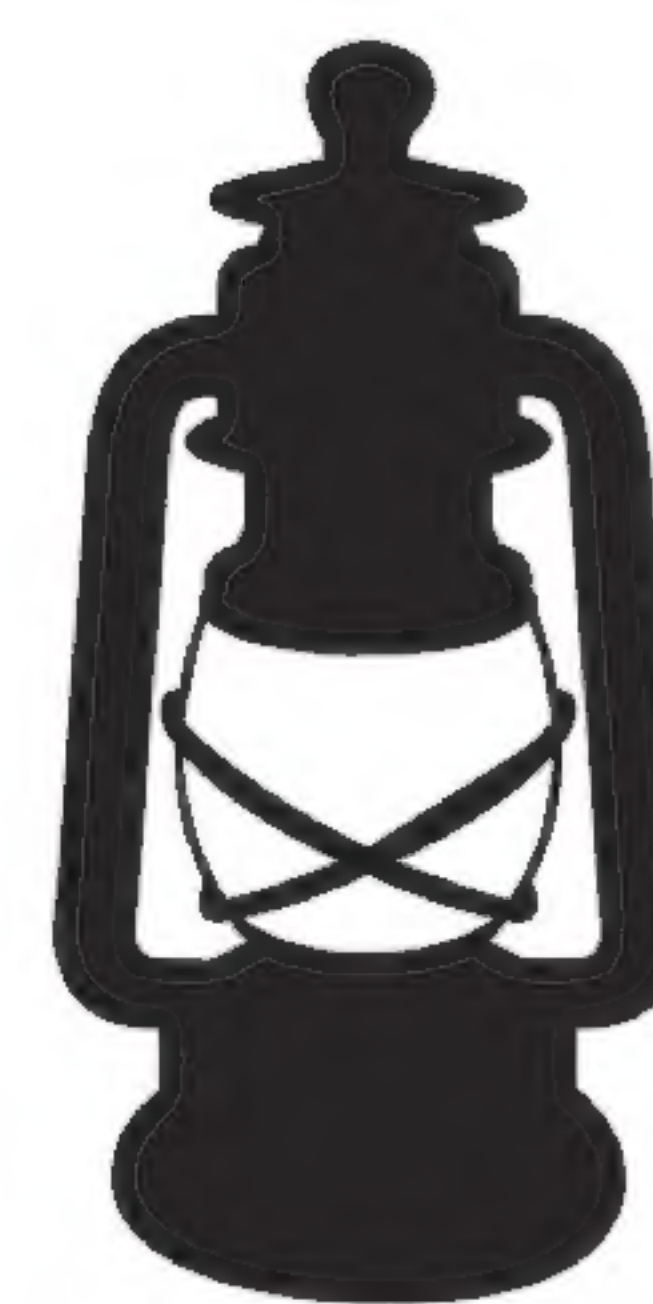


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